



Provocative Information Flows on TikTok During Disaster Events in Sibolga, Padang, and Aceh: A Netnographic Study from the Perspective of Digital Communication

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Article Info:

Abstract

Keywords:

TikTok;
Natural Disasters;
Provocative Content;
Constructivism;
Netnography;
Nvivo;
Digital Communication;

The increasing prevalence of provocative content related to natural disasters on TikTok over the past five years indicates a significant shift in the public's patterns of information consumption. This study aims to analyze how netizens construct, respond to, and interpret such content, particularly in cases of flooding and flash floods in Sibolga, Padang, and Aceh. Using a constructivist paradigm, this research adopts a qualitative approach with a netnographic method focusing on the dynamics of digital interactions on TikTok. Data were collected through online observation, content downloading, comment interaction analysis, and visual narrative analysis. All data were then coded using NVivo 12 Plus software to identify thematic patterns.

Article History:

Received : 22-12-2025
Revised : 05-02-2026
Accepted : 13-02-2026

The findings reveal three main points. First, provocative content on TikTok is constructed through dramatic narratives, the use of visual effects, and the selection of emotional diction that reinforces a sense of threat. Second, netizens' responses create an arena of meaning negotiation through three patterns: amplification of fear, clarification based on local experience, and critical reframing. Third, the spread of unverified information is driven by low digital literacy, the rapid circulation of information on TikTok, and the limited intervention of authoritative actors in providing timely clarification.

Article DOI :

<https://doi.org/10.70550/sebi.v3i1.248>

This study confirms that TikTok functions as a discursive space that shapes public perceptions of disasters; therefore, disaster communication strategies need to be strengthened through collaboration among government institutions, the media, and digital communities. These findings contribute theoretically to the study of disaster communication and social media, while also offering practical recommendations for limiting the escalation of provocative messages on digital platforms.

How to cite : Sabena, S. (2026). Provocative Information Flows on TikTok During Disaster Events in Sibolga, Padang, and Aceh: A Netnographic Study from the Perspective of Digital Communication. *Social and Economic Bulletin*, 3(1), 15-28. <https://doi.org/10.70550/sebi.v3i1.248>



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INTRODUCTION

TikTok has now become one of the most influential digital platforms in the dissemination of information during disasters. With its recommendation-based algorithm, short-form visual content, and high viral potential, TikTok shapes how the public understands and interprets crisis events (Zhang & Zhao, 2020). However, these characteristics also create opportunities for the emergence of provocative and unverified content, particularly in situations marked by uncertainty (Wani et al., 2021).

This phenomenon was clearly visible during the flood and flash flood disasters that occurred in Sibolga (North Sumatra), Padang (West Sumatra), and Aceh. During these events, TikTok was flooded with dramatic videos, unsupported claims regarding the causes of the disasters, and emotional narratives that intensified panic sharing. Mutiarasari et al. (2022) found that sensational content during times of crisis has the potential to distort public perception and reduce the accuracy of information needed for decision-making.

One prominent example of provocative content came from the account Hot Topic, which uploaded a video of floating logs allegedly linked to illegal logging activities and framed as the cause of the flash floods. The visuals were reinforced by the logo of the television program Kabar Indonesia (TV One), apparently recorded from the Jakarta Media Center, thereby creating an impression of journalistic legitimacy. However, the Ministry of Environment and Forestry (KLHK) later refuted the claim, stating that the logs were not the result of illegal logging and were not directly related to the cause of the flood. Despite this clarification, the provocative narrative had already spread widely through hashtags such as #banjir, #banjirbandang, #banjirsibolga, #sumatrabarat, and #sumatrautara, accelerating the viral circulation of the content.

This situation illustrates that TikTok is not merely a medium for distributing information, but also an arena where meanings, perceptions, and narratives about disasters are socially constructed by users. From the perspective of the constructivist paradigm, social reality is not objective, but rather formed through symbolic interactions among users and collective interpretation processes in digital spaces (Crotty, 1998). In other words, public perceptions regarding the causes, actors, and impacts of disasters emerge through the production and reproduction of meaning in online social interactions, rather than solely from empirical facts.

The novelty of this study lies in its focus on the mechanisms of meaning construction on TikTok during disaster events in Sumatra, including how provocative content is produced, circulated, and interpreted by netizens. Previous studies have primarily focused on hoaxes in general, whereas this study explores narrative dynamics, hashtag usage, the reuse of mainstream media clips, and comment interactions on TikTok.

This study employs a qualitative approach using the netnographic method, which allows researchers to observe digital communication behavior naturally, including comment structures and online conversational dynamics (Kozinets, 2020). Data were collected through observation of relevant TikTok content, particularly uploads from the Hot Topic account and responses from other users. All digital data were analyzed using NVivo software, which assisted in thematic coding, keyword mapping (word frequency), and identifying narrative patterns emerging from netizen interactions.

Through this approach, the study is expected to provide an in-depth understanding of how provocative information flows are formed on TikTok and how public meanings

regarding disasters are socially constructed. These findings are expected to assist the government, BNPB, local governments, media institutions, and digital communities in designing disaster communication strategies that are more accurate, responsive, and responsible.

Research Questions

1. What are the forms and characteristics of provocative disaster-related content on TikTok, particularly in uploads concerning floods and flash floods in Sibolga, Padang, and Aceh?
2. How do netizens construct meaning regarding such provocative content, including interpretations of visuals, narratives, hashtags, and mainstream media clips used in content such as uploads from the Hot Topic account?
3. How do the dynamics of interaction, discussion, and information dissemination in TikTok comment sections shape public perceptions regarding the causes of disasters, actors considered responsible, and the legitimacy of circulating narratives?

Research Objective

To analyze how provocative disaster-related content on TikTok is constructed, disseminated, and interpreted by netizens, particularly in the cases of floods and flash floods in Sibolga, Padang, and Aceh.

This study has both theoretical and practical significance in understanding the dynamics of digital communication during disaster crises, particularly regarding disinformation on TikTok. Practically, the findings may serve as a basis for policy recommendations for governments, disaster management institutions, and risk communication stakeholders to optimize the use of social media as an official communication platform during disasters.

Practical Policy Implications

1. Development of official content strategies based on speed and credibility
Government agencies and disaster management institutions need to establish dedicated teams to produce fast, accurate, and short-form informational content responsive to the rapid spread of provocative narratives on TikTok (Pentina & Tarafdar, 2020).
2. Collaboration with platforms and local influencers
In the TikTok context, collaboration with credible content creators who have large followings can help expand the reach of official messages and suppress the spread of disinformation (Cinelli et al., 2021).
3. Utilization of platform algorithms for official information dissemination
Governments need to understand and utilize TikTok's recommendation algorithm so that educational disaster-related content can reach wider audiences, for example through strategic hashtags, authentic engagement signals, and regular posting patterns (Roth et al., 2021).
4. Strengthening public digital literacy
Integrated digital literacy programs linked with disaster awareness campaigns should be developed to improve public ability to recognize disinformation and identify credible content, thereby improving perceptions of disaster-related information (Guess et al., 2020).

Academically, this study expands the literature on digital disinformation by considering the role of social media algorithms in influencing public perceptions during crises. Previous studies have shown that recommendation algorithms tend to reinforce polarization and accelerate the spread of sensational narratives, which may alter risk perceptions and public responses in disaster situations (Bakshy et al., 2020; Cinelli et al., 2021). These findings contribute empirical evidence to contemporary discourse on the challenges of digital communication during crisis periods.

LITERATURE REVIEW

New Media Theory

New Media Theory explains the characteristics of digital media as interactive, rapid, decentralized, and enabling individuals to become both producers and consumers of information. In the context of TikTok, this concept is reflected in algorithmic mechanisms that encourage virality, allowing users to collectively shape information flows without strict institutional control (Lister et al., 2009). New media transforms the relationship between the public and information, particularly during disasters, where the speed of content dissemination often surpasses verification processes. Therefore, TikTok becomes a highly dynamic space for meaning production, yet one that is vulnerable to the spread of provocative and manipulative content.

Computer-Mediated Communication (CMC)

From the CMC perspective, interactions on social media are the result of message exchanges shaped by technological features. TikTok enables multimodal communication through video, short text, music, stickers, and hashtags, all of which influence how users interpret information. According to Walther (2011), digital communication environments create conditions in which messages can be amplified through visual and emotional repetition, causing public perceptions of disasters to become more sensationalized. In crisis situations, interactive features such as comments and duet videos strengthen the dissemination of information, whether accurate or provocative.

Representation Theory (Stuart Hall)

According to Hall (1997), representation is not merely a reflection of reality, but a process of producing meaning through language, symbols, and discursive practices. In the context of disasters, netizens use visuals, narratives, and hashtags to construct specific frames regarding the causes and impacts of events. Content such as videos of floating logs uploaded by the Hot Topic account demonstrates how representation can generate public assumptions before factual data become available. These representations subsequently shape collective perceptions that do not always align with official explanations from the government or disaster management agencies.

Constructivist Perspective on Disaster Meaning

The constructivist paradigm emphasizes that social reality is formed through processes of interpretation and human interaction (Crotty, 1998). Meanings about disasters on TikTok are not objective, but are constructed through conversations, comments, and content-sharing practices. When netizens interpret flood videos emotionally, use certain hashtags, or spread

unverified claims, they indirectly construct social realities about who is to blame, what caused the disaster, and how responses should be carried out. Thus, TikTok functions as an arena for the collective construction of social knowledge.

Studies on Disinformation in Disaster Situations

The literature shows that social media has a strong tendency to generate sensational information during crises. Mutiarasari et al. (2022) found that dramatic content significantly influences public perception and triggers panic sharing. Meanwhile, DeVito et al. (2023) argued that disinformation can spread faster than official clarification because algorithms prioritize emotional engagement. The presence of content featuring clips from mainstream media (for example, the TV One logo in Hot Topic uploads) can enhance the appearance of legitimacy, even when such content has not been verified.

Netnography and Social Media Analysis

Netnography is a qualitative method used to study user behavior, communication practices, and internet culture through in-depth observation of online communities (Kozinets, 2020). In this study, netnography is used to understand the dynamics of netizen interactions surrounding TikTok content related to disasters in Sumatra. Through observation of uploads, comments, engagement, and hashtag patterns, researchers can capture how provocative narratives are formed and circulated.

The digital data were then analyzed using NVivo software, which enables thematic coding, keyword analysis, identification of discursive patterns, and mapping relationships among narratives. Thus, NVivo helps clarify the process of meaning construction emerging systematically from netizen interactions.

CONCEPTUAL FRAMEWORK

The conceptual framework of this study is built upon the relationship between the characteristics of TikTok as a social media platform, digital communication processes in disaster situations, and the construction of meaning formed through netizen interactions. In the context of new media, TikTok functions as a space that facilitates the rapid production and circulation of messages, thereby influencing how the public understands crisis events (Montag et al., 2021). TikTok's algorithm, which prioritizes emotionally impactful content, makes provocative information more likely to appear on users' timelines, particularly during disaster situations characterized by uncertainty.

The constructivist paradigm serves as the basis for understanding that knowledge about disasters is not objective, but is built through users' interpretations of circulating visuals, narratives, and symbols (Charmaz, 2020). When netizens watch, comment on, and share disaster videos such as those related to Sibolga, Padang, and Aceh, they form collective constructions of meaning that shape public perceptions regarding the causes and consequences of these events. Visual representations such as viral clips of floating logs associated with illegal logging become primary sources in constructing frames that portray certain actors as responsible parties.

In the context of digital communication, CMC theory demonstrates that social media features play a major role in mediating interaction and reinforcing message effects. TikTok provides comment sections, duet, and stitch features that allow users to create extended

narratives, thereby accelerating the reproduction of meanings that are not necessarily data-based (Ranzini et al., 2022). In other words, TikTok is not merely an information distribution channel, but also a discursive arena that rapidly shapes social perceptions.

To clarify the analytical process, this study is supported by a conceptual model illustrating the relationship between the characteristics of provocative content, patterns of netizen interaction, and the process of public meaning construction within TikTok's digital communication ecosystem. Provocative content characterized by emotional appeal, sensationalism, and low levels of verification tends to trigger intense interaction in the form of comments, narrative replication, and content redistribution (Kaye et al., 2022; Tandoc et al., 2021). These interactions create a digital discursive space where collective negotiation of meaning occurs, meaning that interpretations of disaster events are not singular, but socially constructed through technology-mediated communication practices (Couldry & Hepp, 2017; Kozinets, 2020).

The netnographic method is used to systematically map these interaction dynamics. Through digital observation, researchers identify how provocative content emerges, spreads, and is interpreted by different user groups. The analytical stages are conducted using NVivo to organize data, perform thematic coding, and visualize discursive patterns developing in comment spaces (Snelson, 2020; Sharma, 2022). The use of digital analytical tools enables researchers to gain a more accurate understanding of how meaning construction takes place online.

Overall, this conceptual framework positions TikTok as a communication arena that shapes the social construction of disaster reality; positions users as actors who interpret information subjectively; and places digital interaction as the primary data source for understanding how provocative narratives emerge and influence public opinion.

This study also applies the principle of trustworthiness in qualitative research. Data were collected systematically through online participatory observation of TikTok content and user interactions relevant to disaster events in Sibolga, Padang, and Aceh. The validity of the findings was strengthened through data triangulation by comparing uploaded content, netizen comments, and narrative contexts that developed during the observation period. In addition, repeated data analysis was conducted to ensure pattern consistency and reduce interpretive bias, thereby ensuring that the findings credibly represent the dynamics of digital communication.

DATA SOURCES

This study uses two categories of data sources, namely primary data and secondary data, selected based on their relevance to the dynamics of digital communication regarding disasters on the TikTok platform. The data sources are limited to publications and online activities from the last five years (2019–2024) to ensure novelty and contextual relevance in the digital environment.

Primary Data

Primary data were obtained through direct observation of netizen activities on TikTok during the period of flood and flash flood disasters in Sibolga, Padang, and Aceh. The primary data include:

- TikTok videos featuring:
 - a. provocative content,
 - b. unverified claims,
 - c. analyses or opinions from netizens,
 - d. stitching and duet content that expanded narratives.
- Comment sections containing:
 - a. public interpretations,
 - b. debates among users,
 - c. accusations regarding the causes of disasters,
 - d. negotiations of meaning through humor, sarcasm, or anger.
- Hashtags and thematic discussions, such as:
 - a. #SibolgaBanjir
 - b. #PadangFlood
 - c. #AcehBanjir
 - d. and other viral hashtags that triggered the spread of provocative discourse.

All primary data were collected using non-participant observation techniques and analyzed using NVivo 12 Plus software to map narrative patterns and discourse structures.

Secondary Data

Secondary data were used to strengthen the analysis and provide factual context for the construction of meaning on TikTok. These secondary data sources consist of:

- Official disaster reports from BNPB (2020–2023), providing factual information on chronology, disaster impacts, and official clarifications regarding issues circulating on social media.
- International journal articles from the last five years (2019–2024) discussing:
 - a. disaster-related disinformation,
 - b. social media algorithms,
 - c. patterns of provocative content dissemination,
 - d. digital netnography studies,
 - e. meaning construction on short-video-based platforms.
- Mainstream media coverage, particularly reports later reproduced as video clips on TikTok, which often triggered misinterpretations among netizens.

The selection of secondary sources was based on credibility, public accessibility, and relevance to the phenomenon of digital communication on TikTok.

RESEARCH FINDINGS

This study produced three major findings regarding the dynamics of dissemination and interpretation of provocative content on TikTok during flood and flash flood events in Sibolga, Padang, and Aceh. These findings were obtained through netnographic observation, analysis of netizen interactions, and thematic coding using NVivo.

Dominance of Provocative Content and Dramatic Visuals

The first finding indicates that content that went viral during the early stages of disasters was dominated by videos with dramatic visuals and emotional narratives. Such content frequently featured:

- Clips of floating logs associated with illegal logging,
- Close-up footage of flood currents,
- Background sounds using tense tones or dramatic music,
- Accusatory overlay text.

This phenomenon shows that TikTok's algorithm prioritizes content with high engagement through visual sensationalism. Content from the Hot Topic account featuring edited TV One broadcasts with the narrative of "illegal logging" became one of the main triggers of public perception regarding the causes of the disasters. The Ministry of Forestry later denied the claim, but the clarification did not spread as widely as the original provocative content.

NVivo analysis showed that emotionally charged clips had a higher degree of amplification because they were frequently reused through duet and stitch features. This accelerated message replication and reinforced early assumptions before any factual verification emerged.

Patterns of Collective Meaning Construction Through Netizen Interaction

The second finding shows that the comment section became the primary arena for collective meaning construction. Netizens built interpretations of disasters through three dominant patterns:

- **Structural blame**
This narrative linked disasters to the central government, local governments, or certain companies accused of engaging in illegal logging. Investigative-toned comments even without factual basis received the most responses.
- **Speculation based on video fragments**
Many users drew conclusions solely from visuals without supporting information, such as assuming all floating logs were evidence of illegal logging. Other users then adopted and spread the same narrative without clarification.
- **Moral religious narratives**
Some netizens interpreted disasters as a "warning" or "divine punishment," thereby expanding discussions into the realm of morality.

From a constructivist perspective, these interactions indicate that perceptions of disasters are not reflections of objective facts, but rather the result of socially negotiated meanings within online communities.

Spread of Disinformation and Low Risk Literacy

The third finding indicates that the widespread circulation of unverified information is related to low levels of risk literacy and the rapid distribution cycle of TikTok content. Three main forms of disinformation were identified:

- **Causal disinformation**, such as claims that floods were entirely caused by illegal logging activities.
- **Visual disinformation**, in the form of videos from other locations that were misrepresented as events occurring in Sumatra.

- Narrative disinformation, such as one-sided conclusions based on statements by officials or clips from television media.

Clarification content from BNPB, local media, and regional governments did not receive the same level of exposure as provocative content. This indicates an imbalance in TikTok's information structure, where narratives containing emotion and conflict gain greater visibility than data-based narratives.

NVivo analysis revealed that keywords such as illegal logging, intentional, negligence, and corruption frequently appeared in comments, reinforcing patterns of negative sentiment toward authorities.

The Role of Viral Accounts as Drivers of Discourse

Viral accounts such as Hot Topic functioned as agenda setters that determined the direction of conversations. By editing television news broadcasts and adding hashtags such as #banjir, #banjirbandang, #sibolga, #sumatrabarat, and #sumatrautara, these accounts expanded the reach of discourse to broader audiences.

Such content demonstrates the phenomenon of mass self-communication, in which non-professional accounts can influence public perception rapidly, sometimes faster than official government statements.

Polarization and Discursive Conflict in TikTok Spaces

The findings also revealed that netizen interactions not only shaped meaning but also created polarization. Two major groups emerged:

- Groups that believed provocative narratives, and
- Groups that rejected those narratives and demanded data verification.

These debates indicate that TikTok is not only a space for information distribution, but also an arena of discursive contestation that influences public opinion in the context of disasters.

DISCUSSION

This discussion interprets the research findings within the framework of digital communication theory and the constructivist paradigm, positioning TikTok as an arena for meaning production, discursive contestation, and the dissemination of disaster-related information. The analysis seeks to understand how provocative content is not only circulated, but also absorbed, negotiated, and reproduced by netizens, thereby shaping collective perceptions of flood events in Sibolga, Padang, and Aceh.

TikTok as a Space for Meaning Reproduction and the Reinforcement of Provocative Narratives

The first finding indicates the dominance of dramatic and provocative content in the early dissemination of disaster-related information. This is consistent with New Media Theory (Lister et al., 2009), which argues that new media are rapid, participatory, and decentralized, allowing emotionally stimulating content to gain greater exposure.

TikTok, through features such as the For You Page, duet, and stitch, reinforces an algorithmic logic that prioritizes emotional responses over accuracy. Content from the Hot Topic account, which selectively edited TV One broadcasts, demonstrates how users can become content curators who reframe information. When the Ministry of Forestry issued a clarification

stating that the floating logs were not the result of illegal logging, that clarification did not receive comparable visibility because it did not follow the emotional patterns favored by the algorithm.

At this point, TikTok is not merely a distribution medium, but a structural mechanism that amplifies provocative content through algorithmic reinforcement.

Netizen Interaction as a Process of Collective Meaning Construction

The second finding reveals that netizens use the comment section as a space to formulate and negotiate meanings regarding the causes of disasters. This aligns with the constructivist paradigm, which views social reality as the product of shared interpretation (Crotty, 1998). Comments blaming the government or certain companies are not merely individual opinions, but forms of convergence of meaning emerging through digital discussion processes. This phenomenon can be explained through Symbolic Convergence Theory (Bormann, 1985), which argues that individuals construct meaning through fantasy themes—shared narratives that bind groups together.

In the context of this study:

- The claim that illegal logging caused the disaster became the dominant fantasy theme,
- Visuals of drifting logs were reconstructed as evidence,
- Netizens built emotional consensus despite the absence of empirical support.

This process demonstrates that netnography does not merely observe digital behavior, but also the dynamics of social reality formation based on symbols and narratives.

Disinformation as a Consequence of Low Digital Literacy and Visual Consumption Patterns

The third finding confirms that disinformation during crises emerges from two main factors: low risk literacy and the speed of content distribution. From the perspective of Computer-Mediated Communication (CMC), limited social context and the absence of automatic verification mechanisms make users more vulnerable to subjective interpretations.

Visual content on TikTok is often perceived as objective evidence (seeing is believing). However, videos taken from other locations or edited selectively can create an illusion of authenticity. This creates a cognitive shortcut, where users prefer sharing dramatic content rather than verifying sources.

Disinformation in disaster contexts is therefore not merely false information, but also a form of meaning construction that may shape public opinion and influence policy responses.

Viral Accounts as Digital Agenda Setters

In communication theory, agenda setting is typically associated with mainstream media. However, the findings of this study show that non-professional accounts such as Hot Topic are capable of setting the agenda through:

- The selection of dramatic visuals,
- Selective editing of news clips,
- Massive use of hashtags to expand reach.

Within the framework of mass self-communication (Castells, 2009), such viral accounts function as new actors capable of influencing public perception within minutes. Information

fragmentation causes the public to trust the content they see most frequently rather than the content that is most valid.

Polarization as a Side Effect of TikTok's Interaction Structure

The final finding indicates that TikTok creates a polarized arena in which groups supporting provocative narratives and groups rejecting them engage in debate. Polarization is not merely a difference of opinion, but the result of:

- Algorithmic logic that creates echo chambers,
- Interaction engineering that encourages conflict,
- Social pressure to follow dominant narratives.

From a constructivist perspective, this polarization indicates that netizens construct competitive forms of social reality. From a netnographic perspective, it reveals the presence of distinct interpretive communities that understand disaster events differently.

Theoretical and Empirical Implications

The findings of this study broaden understanding of:

- TikTok as a space for meaning production, not merely an entertainment platform;
- Netizen interaction as a process of constructing disaster reality, not merely spontaneous commentary;
- Disinformation as the result of interaction between algorithmic structures and social interpretation, not merely individual error.

Thus, this study contributes to the field of digital disaster communication and provides empirical evidence of how society constructs meanings of disasters on short-video-based platforms.

CONCLUSION AND RECOMMENDATIONS

Conclusion

Based on the netnographic analysis of conversations, content, and interactions among TikTok users during flood events in Sibolga, Padang, and Aceh, this study produces three major conclusions that address the research questions.

1. Characteristics of Provocative Disaster Content on TikTok
Provocative content on TikTok is generally characterized by dramatic visuals, incomplete video fragments, and emotional narratives emphasizing accusations, speculation, and unverified framing of disaster causes. Viral accounts such as Hot Topic strengthened the spread of such content by utilizing television clips, selective editing techniques, and mass hashtags, thereby increasing visibility and shaping biased early public perceptions. TikTok's algorithmic structure accelerates the amplification of such content due to its alignment with engagement-driven patterns.
2. The Process of Netizens' Meaning Construction Regarding Disaster Events
TikTok users collectively construct meaning through interactions in comment sections and duet/stitch features. From a constructivist perspective, disaster meaning is not objective but negotiated collectively through narratives supported by fragmented visual evidence. Dominant narratives such as illegal logging as the cause of the disaster function as fantasy themes that reinforce group consensus, despite lacking empirical support. This process demonstrates that TikTok becomes a space for reproducing social reality, where

public interpretations are gathered, maintained, and reproduced through intensive interaction.

3. Factors Behind the Spread of Unverified Information

The widespread circulation of disinformation is influenced by low digital literacy, the rapid content distribution cycle of TikTok, and users' tendency to trust visuals as evidence. Algorithmic mechanisms prioritizing viral content also result in clarifications from governments or disaster management agencies receiving lower reach. The combination of structural factors (algorithms), social factors (netizen interaction), and cognitive factors (simplified reasoning) reinforces the spread of unverified information during crises.

Overall, this study confirms that TikTok is not merely a medium for sharing information, but an arena for shaping disaster perceptions, producing public discourse, and contesting narratives that affect social stability in emergency situations.

Recommendations

1. For Central and Local Governments

- Improve crisis communication capacity by producing visual content that is fast, clear, and easy to understand, so that it can compete with provocative viral content.
- Establish real-time verification units in collaboration with BNPB, BPBD, and regional public relations offices to disseminate data-based clarifications in short-video formats.

2. For BNPB, BPBD, and Disaster Management Institutions

- Optimize TikTok as an official emergency communication channel, including the use of integrated hashtags, educational formats, and collaboration with content creators.
- Conduct risk literacy and digital literacy campaigns emphasizing the difference between facts, opinions, and speculative narratives.

3. For Media Organizations and Content Creators

- Avoid editing practices that may create misinterpretation in disaster-related videos.
- Develop ethical guidelines for disaster content based on accuracy, empathy, and victim protection.
- Collaborate with disaster management agencies to ensure that content is relevant and verified before publication.

4. For the Public and TikTok Users

- Increase awareness of the importance of verifying information by checking official sources before reposting or sharing content.
- Develop critical thinking skills toward dramatic visual content containing one-sided claims.

5. For Future Researchers

- Develop further studies through comparative cross-platform analysis (X, YouTube, Instagram) to understand disinformation dynamics across media environments.
- Combine netnography with machine learning-based sentiment analysis to broaden the mapping of public perceptions.

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